

REP HEADLINE# 6271842 TRF# 488949  
\$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$

FAX# 703-516-9680  
CREDIT RISK !!  
HARRIS REPORT FROM REP  
\*\*CHANCES\*\*

FAX# 703-516-9680  
K!!!  
PORT FROM REP  
\*\*CHANGES\*\* \*

ADV # \_\_\_\_\_ ADV. NAME POLI/L FOLEY/R/CON/CT REP. # \_\_\_\_\_ OFF. # \_\_\_\_\_ SALESMAN # \_\_\_\_\_

AGY #	AGY. NAME	STRATEGIC MEDIA PLACEMENT	BUYER NAME	WHITNEY EVERSOLE
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7669	STAGERS	LOOP	SALES PRSN	WA- HEATHER	UTTLEY (H)
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DELAWARE, OH 43015

ORDER # \_\_\_\_\_ CONTRACT # 6271842 CLASS: NATL. LOCAL. REGIONAL.

PRDCT LISA FOLEY US HOUSE EST#2597 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES	AUG11/12	AUG14/12	WK-1
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CITY TAX	STATE TAX	CO-OP BILLING NEEDED	DATE	AUG13/12	11.28
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REP: REVISED ORDER  
ZEROED LNS 9 & 10  
ADDED LN 18  
TTL SAME  
PLS CFM  
THANKS, MIKE FOR HEATHER

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

LISA WILSON FOLEY FOR US HOUSE CTD5, 30 MIN SEP

:LINE#:	REP	:CD:	TIME PERIOD	:LGTH:	:SEC:	RATE	:START DATE:	:END DATE:	:SPTS/WK:	:WEEK INVT:	DAYS	:TOTL: :SPTS:
AGENCY ADVERTISER CODE = 2597												
AGENCY PRODUCT CODE =												
9	S		1030A-1130A	30		\$350.00	8/12	8/12	0		SUN	0
PROGRAM : FACE NATION												
CON COM1: FACE NATION												
10	S		1100A-1200N	30		\$500.00	8/13	8/13	0		MON	0
PROGRAM : PRICE IS RIGHT												
CON COM1: PRICE IS RIGHT												

REP HEADLINE# 6271842      TRF# 488949      REP: TEL# 703-516-9399      FAX# 703-516-9680  
 \$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$      CREDIT ADVISORY: AGENCY CREDIT RISK !!!      HARRIS REPORT FROM REP      AUG13/12 11.2  
 ORDER WORKSHEET      \*\*CHANGES\*\*      \*\*\* WFSB-TV \*\*\*

:LINE#	:REP	:CD	:TIME PERIOD	:LGTH	:SEC	:RATE	:START DATE	:END DATE	:SPTS /WK	:WEEK INVT	:DAYS	:TOTL SPTS
18	A		1200N-1230P	30		\$850.00	8/14	8/14	1	FRI	TUE	1
PROGRAM : NOON NEWS												
CON COM1: NOONNEWS												
AUG/12	15550.00					CONTRACT TOTAL			15550.00			
									TOTAL SPOTS			
									22			

MARKET TOTALS \$42,027      WFSB 37%      WTNH 34%      WVIT 22%      WTIC 7%      WCTX 0%      WCCT 0%      WHPX 0%  
 SHARES ACCURATE      CABL 0%

SVC- NSI      BOOKS- MAY/12  
 DEMOS- RA50+\*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
 P-CLASS,PLAN,SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE

**CONTRACT**
**wfsb.com**

**WFSB**  
**333 Capital Blvd**  
**Rocky Hill, CT 06067**  
**(860)728-3333**

And:

**OptiCare**  
**Attention: Jason Van Stone**  
**87 Grandview Avenue, Suite B - AP Dept.**  
**Waterbury, CT 06708**  
**USA**

<b>Contract / Revision</b> 489160 /		<b>Alt Order #</b> 8161091A-BBCA-4BC7-8C
<b>Product</b> Sept 10rd - 23rd 3Q 2012		
<b>Contract Dates</b> 09/10/12 - 09/23/12		<b>Estimate #</b>
<b>Advertiser</b> OptiCare		<b>Original Date / Revision</b> 08/13/12 / 08/13/12
<b>Billing Cycle</b> EOM/EOC	<b>Billing Calendar</b> Broadcast	<b>Cash/Trade</b> Cash
<b>Station</b> WFSB	<b>Account Executive</b> Linda Wemmell	<b>Sales Office</b> Local - DFSB
<b>Special Handling</b>		
<b>Demographic</b> Adults 35-54		
		<b>Total Ratings</b> 89.40
<b>IDB#</b>	<b>Advertiser Code</b>	<b>Product Code</b>
<b>Agency Ref</b>		<b>Advertiser Ref</b>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	WFSB	09/10/12	09/23/12	5-6A Eyewitness News Morn	5AM - 6AM		:15/:15				BK	6	\$2,220.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	09/10/12	09/16/12	MTWTF--				3	\$370.00	3.97			
	Week:	09/17/12	09/23/12	MTWTF--				3	\$370.00	3.97			
N 2	WFSB	09/10/12	09/23/12	Eyewitness News	6am - 7am		:15/:15				BK	6	\$3,120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	09/10/12	09/16/12	MTWTF--				3	\$520.00	5.13			
	Week:	09/17/12	09/23/12	MTWTF--				3	\$520.00	5.13			
N 3	WFSB	09/10/12	09/23/12	6-9A Eyewitness News SAT	6am-9am		:15/:15				BK	2	\$460.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	09/10/12	09/16/12	-----S-				1	\$230.00	2.66			
	Week:	09/17/12	09/23/12	-----S-				1	\$230.00	2.66			
N 4	WFSB	09/10/12	09/23/12	6-9A Eyewitness News SUN	6am-9am		:15/:15				BK	2	\$460.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	09/10/12	09/16/12	-----S				1	\$230.00	3.22			
	Week:	09/17/12	09/23/12	-----S				1	\$230.00	3.22			
N 5	WFSB	09/10/12	09/23/12	5-6PM Eyewitness News	5pm - 6pm		:15/:15				BK	6	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	09/10/12	09/16/12	MTWTF--				3	\$750.00	3.84			
	Week:	09/17/12	09/23/12	MTWTF--				3	\$750.00	3.84			
<b>Totals</b>										<b>89.40</b>		<b>22</b>	<b>\$10,760.00</b>

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/23/12	22	\$10,760.00	\$9,146.00
<b>Totals</b>	<b>22</b>	<b>\$10,760.00</b>	<b>\$9,146.00</b>

**Signature: \_\_\_\_\_ Date: \_\_\_\_\_**

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.

## CONTRACT


**wfsb.com**

**WFSB**  
**333 Capital Blvd**  
**Rocky Hill, CT 06067**  
**(860)728-3333**

And:

**Strategic Media Placement**  
**7669 Stagers Loop**  
**Delaware, OH 43015**

<b>Contract / Revision</b> 488949 /		<b>Alt Order #</b> 06271842
<b>Product</b> LISA FOLEY US HOUSE		
<b>Contract Dates</b> 08/12/12 - 08/14/12		<b>Estimate #</b> 2597
<b>Advertiser</b> Lisa Wilson Foley		<b>Original Date / Revision</b> 08/13/12 / 08/13/12
<b>Billing Cycle</b> EOM/EOC	<b>Billing Calendar</b> Broadcast	<b>Cash/Trade</b> Cash
<b>Station</b> WFSB	<b>Account Executive</b> Heather Uttley	<b>Sales Office</b> HRP-WASHING
<b>Special Handling</b>		
<b>Demographic</b> Adults 35+		
<b>IDB#</b>	<b>Advertiser Code</b>	<b>Product Code</b>
<b>Agency Ref</b>		<b>Advertiser Ref</b>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
1	WFSB	08/13/12	08/14/12	Eyewitness News	5am - 5:30am		:30			NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	MT-----				2	\$450.00			
2	WFSB	08/13/12	08/14/12	Eyewitness News	5:30a - 6am		:30			NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	MT-----				2	\$600.00			
3	WFSB	08/13/12	08/13/12	Eyewitness News	6am - 6:30am		:30			NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	1-----				1	\$900.00			
4	WFSB	08/13/12	08/13/12	Eyewitness News	6:30am - 7am		:30			NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	1-----				1	\$900.00			
5	WFSB	08/13/12	08/13/12	CBS: THE EARLY SHOW	7am - 9am		:30			NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	1-----				1	\$200.00			
6	WFSB	08/12/12	08/12/12	Eyewitness News Weekend	6am - 7am		:30			NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-----2				2	\$125.00			
7	WFSB	08/12/12	08/12/12	7a-9a Sun Eyewitness News	7am-9am		:30			NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-----1				1	\$450.00			
8	WFSB	08/12/12	08/12/12	CBS Sunday Morning	9:00am - 10:30am		:30			NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-----1				1	\$800.00			
N 9	WFSB	08/12/12	08/12/12	Face the Nation/ Face the St	10:30am - 11:30am		:30			NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-----1				1	\$350.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WFSB	08/06/12-08/12/12	Face the Nation/ Face the St	10:30am - 11:30am	-----Su	:30		\$350.00	NM		
			See MG 9.2									
	2	WFSB	08/14/12-08/14/12	Eyewitness News	12pm - 12:30PM	-Tu-----	:30		\$850.00	NM		
			Ⓜ MG for 10.1,9.1									

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**WFSB**  
**333 Capital Blvd**  
**Rocky Hill, CT 06067**  
**(860)728-3333**

<u>Contract / Revision</u> 488949 /		<u>Alt Order #</u> 06271842
<u>Contract Dates</u> 08/12/12 - 08/14/12	<u>Product</u> LISA FOLEY US HOUSE	<u>Estimate #</u> 2597
<u>Advertiser</u> Lisa Wilson Foley		<u>Original Date / Revision</u> 08/13/12 / 08/13/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 10	WFSB	08/13/12	08/13/12	11a-12p Price is Right	11am - 12pm		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		08/13/12	08/19/12	1-----	1			\$500.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WFSB	08/13/12-08/19/12	11a-12p Price is Right	11am - 12pm	M-----	:30		\$500.00	NM		
	See MG 9.2											
11	WFSB	08/13/12	08/13/12	Eyewitness News	12pm - 12:30PM		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		08/13/12	08/19/12	1-----	1			\$600.00				
12	WFSB	08/13/12	08/13/12	Eyewitness News	5pm - 5:30pm		:30			NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		08/13/12	08/19/12	1-----	1			\$1,500.00				
13	WFSB	08/13/12	08/13/12	Eyewitness News	5:30pm - 6pm		:30			NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		08/13/12	08/19/12	1-----	1			\$1,500.00				
14	WFSB	08/13/12	08/13/12	Eyewitness News	6pm - 6:30pm		:30			NM	1	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		08/13/12	08/19/12	1-----	1			\$2,100.00				
15	WFSB	08/12/12	08/12/12	Su Late News	11PM - 1135PM		:30			NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		08/06/12	08/12/12	-----1	1			\$1,200.00				
16	WFSB	08/13/12	08/13/12	Eyewitness News	11PM - 11:35PM		:30			NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		08/13/12	08/19/12	1-----	1			\$1,200.00				
17	WFSB	08/12/12	08/12/12	PGA Championship	11-8p		:30			NM	4	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		08/06/12	08/12/12	-----4	4			\$250.00				
<b>Totals</b>											<b>22</b>	<b>\$15,550.00</b>

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 - 08/14/12	22	\$15,550.00	\$13,217.50
<b>Totals</b>	<b>22</b>	<b>\$15,550.00</b>	<b>\$13,217.50</b>

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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